



School of Hospitality & Tourism Management

Fall 2013



“Tourism Policy, Planning and Development” HTM 2170

Instructor: Dr. Marion Joppe
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Office: MACS #306
Extension: 58552
Office Hours: by appointment
Lectures: Monday 2:30 to 5:20 in MACK #119

Course Description: This course focuses on the various aspects of tourism planning, policy, and development. Topics covered include: reasons for development; tourism development as a strategy for urban revitalization; tourism's links to heritage conservation and regional development; sustainability and the adverse impacts of development; cultural considerations and community participation; and the importance of context for individual tourism projects.

Course Restriction: Must be registered in B.Comm. HAFA, HAFA Co-op, or Tourism Management; BA:EURS Area of Emphasis in European Business

Course Prerequisites: HTM 1000, GEOG 1220

Course Conflict: Students are responsible for ensuring that they do not have a time-table conflict with any other course, and are not permitted to enrol in this course if a time-table conflict exists.

Course Objectives: Upon successful completion of this course, students will have a working knowledge of:

1. Have an understanding of the policy development process (i.e. the means whereby policy problems are defined, resolved and reviewed);
2. Have gained an appreciation of the changing policy environment and the ability of stakeholders to shape and influence it;
3. tourism development as a strategy for regional revitalization
4. the issues of sustainability and community involvement as they pertain to tourism
5. the roles of the public and private sectors, NGOs, and professional and trade associations involved in the tourism industry in Canada and worldwide;
6. trends and issues facing the tourism industry

Texts required (both of these texts are also available from the Course Reserve Desk):

1. Edgell, D.L. Sr. & Swanson, J. R. (2013). *Tourism policy and planning: Yesterday, today and tomorrow*. 2nd edition Routledge.
2. Mundt, J.W. (2011). *Tourism and Sustainable Development: Reconsidering a Concept of Vague Policies*. Erich Schmidt Verlag

Students are expected to read at least one major newspaper daily for developments that impact on the supply or demand of tourism, as well as sign up to at least two listservs that specialize in tourism news. Examples include:

- <http://www.eturbonews.com/>
- http://www.tourism-review.com/get_email_news.php
- Travelmole (and a whole series of newswires)
http://www.travelmole.com/select_nwire.php?m_id=rmv_rd~A&mpnlog=1&unsub=3#3
- Bulletin Le Globe Veilleur (in French)
http://www.travelmole.com/select_nwire.php?m_id=rmv_rd~A&mpnlog=1&unsub=3#3
- Difunet (in Spanish) <http://www.difunet.com/>
- <http://www.greenlodgingnews.com/>
- <http://www.hotelnewsresource.com/>
- <http://www.hospitalitynet.org/>

Most of these websites also have archives and are searchable, which makes them an excellent resource for some of the assignments.

Course Structure / Method of Presentation

The course material will be covered primarily by lectures, case studies, class discussion, and preparation and presentation of term projects. Guest speakers will be incorporated where possible. The instructor will not necessarily cover all of the material in the assigned readings; students are expected to come to class prepared, with assigned readings completed and understood. Student participation in class discussion will be **required**.

November 14 attendance at the OTMP Tourism Summit in Toronto

Ontario's Tourism Summit will be held in Toronto, ON from Nov 13-15. We will attend the Summit on Nov 14. Aside from the opportunity to network with a broad range of industry professionals, you will be able to listen to some very interesting presentations:

9:15 am – Keynote Speaker – [Todd Hirsch](#), *Economist*

10:00 am – Spark Session

11:00 am – **Leveraging the "Big Event" to Grow Your Business Before, During & After an Event** –

World Pride representative, Co-Chair of the Pride Toronto Board; [John Winston](#) General Manager, Tourism London; [Kathleen Henderson](#), Senior Vice President, Marketing and Revenue, Toronto 2015 Pan/Parapan American Games Organizing Committee

1:00 pm – 2:15 pm – Concurrent Sessions A:

• **Google 101 – Tutorial on Google Tools for Promoting Your Business** - [Chris Adamkowski](#)
Head of Government and Energy, Google Canada

• **Welcoming the Chinese Tourist** - [Catherine Li](#), *The Confucius Institute at Seneca College*

• **Sponsorship** - [Lea Parrell](#), *President, Harmony Marketing & Co-Producer, Redpath Waterfront Festival*

2:45 pm – 3:45 pm – Concurrent Sessions B:

• **Google 201 – Destination Marketing in a Digital Age** - [Aviva Shwaid](#), *Google Industry Analyst*
Demographic: Canada

• **Apps, Maps & Mobile – Tourism Case Studies Adapting Technology** - [Alexandra Anderson](#), *Executive Director, Camping In Ontario; [Gem Webb](#), Partner, Augmented Marketing*

• **Municipalities – What's Holding Them Back?** - [Dave Paul](#), *Director of Economic Development, Brockville and [Brian Skinner](#), Chief Admin. Officer, Ajax*

The cost is \$50/student which includes breakfast, lunch and refreshment breaks. You must provide me with a copy of the registration to confirm your attendance.

Student Evaluation

Assignment	Due Date	Return Date	Format	Value
Briefing Note	September 27	October 7	Individual	20%
2 Short analyses	TBD		Individual	10%
Ecotourism Game	October 11	October 21	Individual	15%
Project - written	November 22	By appointment	Individual	30%
Participation	November 25	---	Individual	25%

Note: Assignments are to be submitted ELECTRONICALLY through the Courselink dropbox as indicated, except for participation. A penalty (5%) per day will apply to late assignments unless accompanied by a medical certificate.

The Ecotourism Game:
5 pages **MAXIMUM** + references = 15%, single space, 1" margins, Times New Roman 12

This paper is a reflection about development choices. You must document your decisions and provide an argument based on **academic literature** to justify them.

Marking guide:

Requirements	Very Good	Satisfactory	Not Satisfactory	Marks
Content/discussion structure of the paper; transparency of arguments; comprehensive treatment;				/6
Theoretical assessment comparison between development choices and literature;				/6
Formal aspects Appearance; spelling. grammar, APA reference style				/3
Total marks				/15

Briefing note

2 pages **MAXIMUM** + references = 20%, single space, 1"margins, Times New Roman 12

For this assignment you are required to assume the function of **Executive Director of the Canadian Tour Operator Association (CATO)**. You have decided to brief your Board of Directors on the topic of Child Sex Tourism. To do so, you must briefly outline the current situation in Canada, what some leading competitive countries are doing in this regard, the role played by tour operators, and recommendations for (in)action by CATO.

Some resources to help you write a concise briefing note are provided on the courselink platform.

Referencing requirements

You must use **at least 4 sources** as specified below.

- any **definitions** must come from **academic** texts or **academic** journals (please be careful when using online journals that you use *academic* journals. If you do not, marks will not be given). Do **NOT** reference Wikipedia.
- statistics must come from **official** sources, whether government or industry associations, and must be referenced.

Marking guide:

Requirements	Very Good	Satisfactory	Not Satisfactory	Marks
Clear, concise heading				/2
Purpose and recommendations Purpose of briefing note is clear Recommendations link back to purpose statement/question				/5
Content Number and quality of points raised Analysis of alternatives and associated consequences Appropriate and relevant selection of articles				/8
Logical and clear presentation of the information Clear presentation of information Statistical support of information APA style of references				/5
Total marks				/20

Up to 25% may be deducted for poor spelling, grammar or referencing. Penalties applied will be clearly indicated on the paper.

Project

about 15 pages = 30%

You will find a variety of important issues presented at the Tourism Summit. Choose one and use it as the foundation to a policy 'white' paper, outlining the issue, providing background as to its evolution and importance, policy options that identify the role to be played by various stakeholders as well as supportive measures that might be taken, and justify a recommendation for action. After the Summit, add a piece that discusses how the presentation at the Summit fits with your analysis and recommendation. **Please take advantage of your TA and professor to get advice on your paper.**

Written Presentation requirements

The paper must be presented using appropriate essay style, using the APA style guide. Many references are available online and in the library to support this style guide.

- Cover Page: including your name, subject number and description, instructor's name.
- Must be **typed** using 12 point Times New Roman font, **1.5 line spacing**.
- The page count does not include the list of references or cover page.

Referencing requirements

You must use **at least 8 sources** as specified below:

- any **definitions** must come from **academic** texts or **academic** journals (please be careful when using online journals that you use *academic* journals. If you do not, marks will not be given). Do **NOT** reference Wikipedia.
- **at least 4 sources** must be from **academic** texts or **academic** journals (please be careful when using online journals that you use *academic* journals. If you do not, marks will not be given). Referencing the 2 textbooks within context will be particularly recognized.
- statistics must come from **official** sources, whether government or industry associations, and must be referenced.
- **2 at most** may be from non-academic (but not internet) sources such as newspapers, magazines, television or radio reports and personal communications.
- **2 at most** may be non-academic from the internet.

Marking guide:

Requirements	Very Good	Satisfactory	Not Satisfactory	Marks
Abstract (150 words)				/5
Background and evolution Good sourcing and completeness of the material presented				/5
Policy option Identification and role of stakeholder(s), clear and well argued recommendation				/5
Logical and clear organization of paper Construction of the argument Statistical support of information				/5
Summit information Succinct summary of topic presented; relationship to paper				/5
Presentation Grammar, spelling, sentence formation Proper APA referencing in text and of references				/5
Total marks				/30

Class participation

25%

Students will be involved in maintaining a record of their own class participation. This involves documenting information brought to class (e.g., from current events) and substantial contribution made in class. In particular, being able to draw in the 2 textbooks to substantiate arguments will be highly valued. This will be used as one component for arriving at the participation grade and for discussion if there is any disagreement between the instructor and the student as to the extent and quality of the student's participation in class discussions.

HTM 2170 Tentative Lecture/Class Schedule Fall 2013

Note: Almost every class will start with a discussion of current events. Please bring discussion topics to every class.

Week	Topics	Readings
Week 1, Sept 9	Introduction and course overview Defining values, politics and policy Politics of Tourism	
Week 2, Sept 16	Preparing briefing notes Work through preparation of a briefing note in class on attending the Summit. Poverty and development choices	Edgell and Swanson, Chap. 1, 2 & 11; Mundt Chap. 3 <b style="color: red;">Week 2 Readings in courselink
Week 3, Sept 23	Global context; Political ideologies The way government works Who's who and role they play in tourism	Edgell and Swanson, Chap. 3, 4 & 8;
Week 4, Sept 30	Political and foreign policy implications Barriers, obstacles and the international policy process	Edgell and Swanson, Chap. 5, 7 & 9;
Week 5, Oct 7	Pros and cons of tourism	Edgell and Swanson, Chap. 6; Mundt Chap. 1 & 2 <b style="color: blue;">Gary Masters, MBA, CFEE Executive Director, Festivals & Events Ontario
Week 6, Oct 14	Thanksgiving	<b style="color: red;">No class
Week 7, Oct 21	Stakeholders, models of decision-making and sustainability	Mundt Chap. 4
Week 8, Oct 28		<b style="color: red;">No class: Tourism Summit in Toronto on Nov 14
Week 9, Nov 4	Corporate social responsibility vs sustainability Definitional problems	Mundt Chap. 5
Week 10, Nov 11	Tourism and climate change	Mundt Chap. 6, 7 and 9
Week 11, Nov 18	Strategic Planning in Tourism	Edgell and Swanson, Chap. 10; Mundt Chap. 8
Week 12, Nov 25	The future of tourism	Edgell and Swanson, Chap. 12

Standard Statements for dissemination to students

E-mail Communication As per university regulations, all students are required to check their <@uoguelph.ca> e-mail account regularly: e-mail is the official route of communication between the university and its students.

When You Cannot Meet a Course Requirement... When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor [or designated person] in writing, with your name, id#, and e-mail contact. Where possible, this should be done in advance of the missed work or event, but otherwise, just as soon as possible after the due date, and certainly no longer than one week later. Note: if appropriate documentation of your inability to meet that in-course requirement is necessary, the course instructor, or delegate, will request it of you. Such documentation will rarely be required for course components representing less than 10% of the course grade. Such documentation will be required, however, for Academic Consideration for missed end-of-term work and/or missed final examinations. See the undergraduate calendar for information on regulations and procedures for Academic Consideration.

Drop Date The last date to drop one-semester courses, without academic penalty is ***Thursday, November 1***. For regulations & procedures, see the Undergraduate Calendar.

Copies of short papers and semester project Keep paper and/or other reliable back-up copies of all out-of-class assignments: you may be asked to resubmit work at any time.

University Policy on Academic Misconduct

Academic misconduct, such as plagiarism, is a serious offence at the University of Guelph. Please consult the Undergraduate Calendar (www.uoguelph.ca/undergrad_calendar/08-amisconduct.shtml), for offences, penalties and procedures relating to academic misconduct.

Consult the University's [Acceptable Use Policy and Guidelines](#) to ensure computer resources are used responsibly. The [Student Rights and Responsibilities](#) policy outlines the expectations of conduct as a member of the University of Guelph.